

**UNITED STATES DISTRICT COURT  
DISTRICT OF MINNESOTA**

FEDERAL TRADE COMMISSION, and

STATE OF MINNESOTA, by its Attorney  
General, Lori Swanson,

Plaintiffs,

v.

SELLERS PLAYBOOK, INC., a  
corporation,

EXPOSURE MARKETING COMPANY,  
a corporation, also d/b/a Sellers Online and  
Sellers Systems,

JESSIE CONNERS TIEVA, individually  
and as an officer of SELLERS  
PLAYBOOK, INC. and EXPOSURE  
MARKETING COMPANY, and

MATTHEW R. TIEVA, individually and  
as an officer of SELLERS PLAYBOOK,  
INC. and EXPOSURE MARKETING  
COMPANY,

Defendants.

**CASE NO.** \_\_\_\_\_

**FILED UNDER SEAL**

**PLAINTIFFS FEDERAL  
TRADE COMMISSION'S  
AND STATE OF  
MINNESOTA'S EXHIBITS**

**VOLUME I**

**Px. 1 – 4**

**FTC-SP-00001 - FTC-SP-000157**

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Px. 2	Transcript of Sellers Playbook Preview Event	FTC-SP-000037	FTC-SP-000148
Px. 3	Sellers Playbook Training Workshop Contract	FTC-SP-000149	FTC-SP-000151
Px. 4	Sellers Playbook Welcome Package	FTC-SP-000152	FTC-SP-000157

# **PLAINTIFF'S EXHIBIT 1**

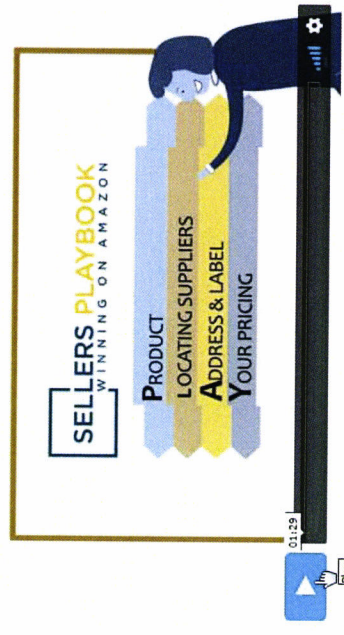
SELLERS PLAYBOOK

Orlando, Long Beach, Riverside, Phoenix and Tampa

Free LIVE 2-Hour Workshop Reveals...

How To Start Your Own Online Amazon Store.... Even Starting  
With No Product, No Inventory, No Tech Know-How And  
Without Having To Ship Anything Yourself...

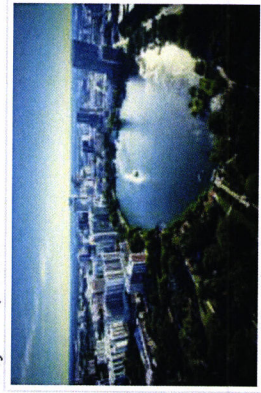
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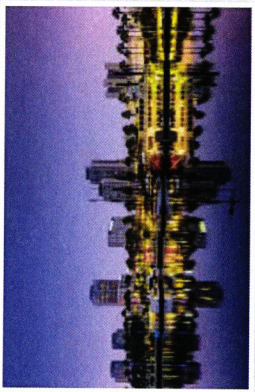
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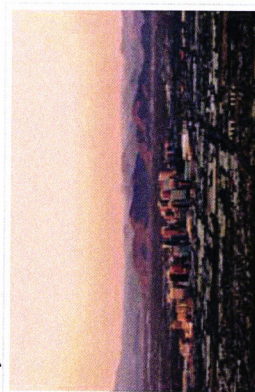
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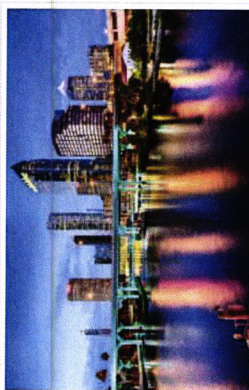




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## Why You Need To Be On Amazon:

- ✓ There are 100,000 Amazon Sellers with sales of \$100,000 or more in 2016.
- ✓ Amazon has over 304 million active customer accounts with credit cards saved.
- ✓ 44% of web shoppers go directly to Amazon for product
- ✓ Amazon owns as much of the retail market in North





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# Why You Need To Be On Amazon:

- ✓ There are 100,000 Amazon Sellers with sales of \$100,000 or more in 2016.
- ✓ 44% of web shoppers go directly to Amazon for product searches. Many of the other 56% end up there too thanks to Amazon's Google ads and search engine listings.
- ✓ Amazon is consistently ranked as the most trusted brand in America. As a marketplace seller, you share in this trust.
- ✓ Amazon has over 304 million active customer accounts with credit cards saved.
- ✓ Amazon owns as much of the retail market in North America as Office Depot, Staples, Apple, Dell, WalMart, and Sears combined.

## Frequently Asked Questions

- ❓ **What should I bring to the seminar?**  
Bring a notebook and a pen to take notes. Ipads and laptops are also ok.
- ❓ **Will I have to ship products myself?**  
Amazon does all the shipping for you! They simply charge you a small fee for this service.
- ❓ **Why is the seminar free?**  
There is a lot of information about opportunities online. We want you to know the truth about how selling on Amazon can be great.  
  
When you attend this seminar, you will see exactly how we operate our own business. After the presentation, we will give you a special offer allowing you to work with us on a higher level. Even if you say no to that offer, you will still leave with everything you need to know to start a successful Amazon business!



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- ❓ Why is the seminar free?

There is a lot of information about opportunities online. We want you to know the truth about how selling on Amazon can be great.

When you attend this seminar, you will see exactly how we operate our own business. After the presentation, we will give you a special offer allowing you to work with us on a higher level. Even if you say no to that offer, you will still leave with everything you need to know to start a successful Amazon business!

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Last modified: May 19, 2017

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- Your search queries on the Website.

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- Speed up your searches.
- Recognize you when you return to our Website.

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- Speed up your searches.
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- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.



- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

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  - To fulfill the purpose for which you provide it.
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  - With your consent.
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- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
  - To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
  - If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Sellers Playbook, Inc., our customers, or others.

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• With your consent.

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- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Sellers Playbook, Inc., our customers, or others.

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Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions and will be encrypted using SSL technology.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Website like message boards. The information you share in public areas may be viewed by any user of the Website.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you by a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: [info@SellersPlaybook.com](mailto:info@SellersPlaybook.com)

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